MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

MME7113 – PRINCIPLES OF MULTIMEDIA IN EDUCATIONAL TECHNOLOGY

(All sections / Groups)

23 MAY 2015
2.00 p.m. – 4.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages including cover page with 4 Questions only.

2. Answer **THREE** out of **FOUR**questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

QUESTION 1

(a) Based on the striking difference between Analogue and Digital technology, describe the reasons the world today have abandon the use of analogue technology and embrace digital technology. (14 points)

(b) Discuss the reasons why analogue technology is still needed in today's Digital Era. (6 points)

QUESTION 2

(a) In creating well-designed images, the design principles are used as guides by the designer. Explain the 5 ways we organize our perceptions. Give illustrations for each. (10 points)

(b) There are a variety of design elements available to the designers to create. Discuss five elements of design that can be used to provide visual communications. (10 points)

QUESTION 3

(a) In the digital world, images and graphics are widely used to communicate their meaning and ideas. Explain the purpose of multimedia and why multimedia has become necessary in today fast-paced lifestyle. (10 points)

(b) The computer allows the user to manipulate images and graphics easily and seamlessly. Describe the difference between digital images and computer graphics and their uses in a media-rich application. (10 points)

QUESTION 4

(a) Interface design is a vital part of creating content. It allows developers to create good user-interface for a myriad of digital application. Describe the considerations necessary to develop good interface design. (8 points)

(b) Digital compression is a necessary "evil" when dealing with large storage-hungry images. Please explain why this is so. (6 points)

(c) Colour is needed to attract and invoke emotions of the user. Briefly discuss the reasons why coloured images on screen differs from the colour images you see on printed documents. (6 points)

END OF EXAM